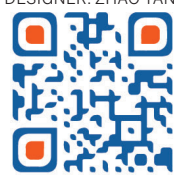


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BEIJING TODAY

COMMERCE



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Warm up with a hot spring trip

Spring is here, but the weather remains cold and dry.

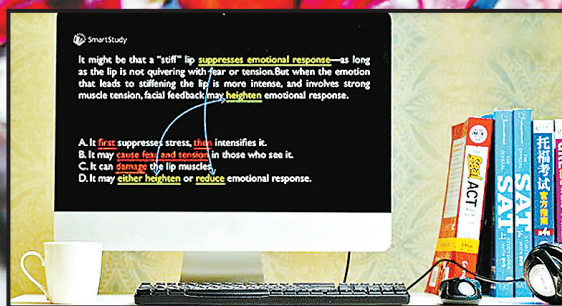
If you're not up for winter sports but want to get out, a trip to one of the city's hot springs makes for a perfect weekend getaway!

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Babytree overtakes BabyCenter as top mother-child community

By BAO CHENGRONG
Beijing Today Staff

From its origins as a small Early Education Center to its present state as the world's premiere online education giant, Babytree's growth is an illuminating study in how to succeed as a latecomer.

The recent news that Babytree attracted 150 million yuan in investment from Tomorrow Advancing Life (TAL) Education Group rocketed the low-key company into the spotlight.

Created as China's first mother-baby community, Babytree has overtaken the US-based BabyCenter to become the top site with the most unique users.

Babytree was founded by Wang Huainan, Shao Yibo and Sun Zhijun in 2007. All born around 1975, the trio represented the current generation of young parents.

The generation was China's first to face a new problem: communication. Men and women worked in office buildings that kept them separated from their network of friends.

With few brothers and sisters, it was hard to get advice on how to raise a baby.

Wang wanted to fill that blank.

He opened a brick-and-mortar early education center, but the business failed within 6 months. That failure taught Wang an important lesson: the core of early education is family.

He followed Benesse Corporation, renowned education group in Japan, to convert its 'mika' early education package for Chinese parents.

During the period, Wang still focused on offline

education. To help the company grow, he wanted to cooperate with Gymboree, a company with numerous early education centers. But Bain Capital's intervention ruined Wang's effort.

For his third business, Wang turned to the Internet. He applied the past experience in IT companies such as Google and Yahoo to convert 'mika' into a digital package of DVDs and CDs, game books, picture books, tiny tools and manuals for children between the ages of one and six.

Wang and his colleagues expanded on the idea, porting mika's videos and games into iPad software that allowed interaction using matrix barcodes.

The next challenge is finding a way to improve the content and animation.

Apart from these products, Babytree's team also created apps and smart products for pregnant women and babies.

Expecting mothers can wear a B-Smart watch or use the Happy Pregnancy App to monitor the fetus' condition. Their series of smart picture frames also make it easy to share baby photos taken with a smartphone.

Babytree earns most of its profits from advertisers. Wang's plan is to deliver targeted ads to customers using each user's browsing record. The current accuracy of its recommendations is estimated to be 30 percent.

Wang said the company plans to offer fewer products and reduce its ads while it improves its existing product line and user experience.

Babytree is different from most early education companies. Its focus on its own model has made its products a target of investors rather than something likely to be sold and merged into another business.



Smart thermometer offers advice, wireless monitoring

By BAO CHENGRONG
Beijing Today Staff

2013 was a boom year for the online medical market, but few new e-products were aimed at children.

The new iThermometer may be one of the first.

Designed by Beijing-based Raing, the smart thermometer has raised more than 10 million yuan in investment capital during the last few months.

The new product is positioned for young parents who need help and advice about how to care for their infants and toddlers. Most children get three fevers per year, but young parents often have no idea how to appropriately treat a child's fever.

The iThermometer offers timely monitoring of a baby's temperature and recommends common medicines and treatments to prevent a child's temperature from reach-



ing dangerous levels.

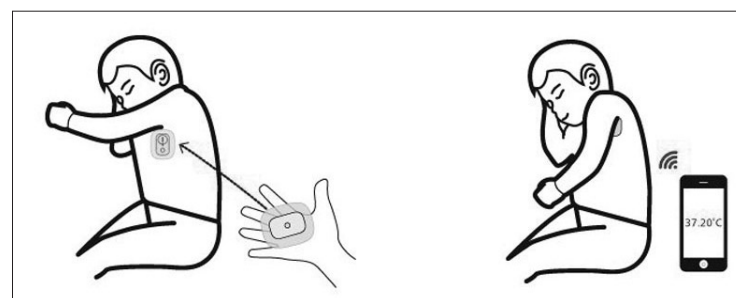
The base device is attached under a baby's arm and broadcasts temperature information every four seconds to a Bluetooth-compatible smartphone, where an app graphs the data and makes recommendations. The

iThermometer is accurate to within 0.05 C.

The app enables parents to monitor their babies' temperatures from anywhere with a 3G or Wi-Fi connection. It can also send SMS or email alerts. Temperature data can be stored to a cloud server to share with

family members and doctors.

The product has been certificated as safe by the US Food and Drug Administration (FDA) and European Conformity (CE). In addition to China, it is also being sold in the US and European markets.



Training website cracks into the exam prep market

By BAO CHENGRONG

Beijing Today Staff

Education website Smart Study is working to break the monopoly that offline training agencies have on the exam market.

The company's core team consists of former New Orient training school staff.

The team uses expert advisers for the TOEFL, IELTS, SAT, GRE and GMAT, as well as professors from Harvard, Yale and Columbia University, to prepare its content.

Apart from having a professional team of lecturers, Smart Study stands out for promoting efficient study. Learners can choose a non-linear study path through their courses, selecting videos that match what they want to learn at the moment.

The site offers more than 4,000 hours of video instruction on 2,620 topics.

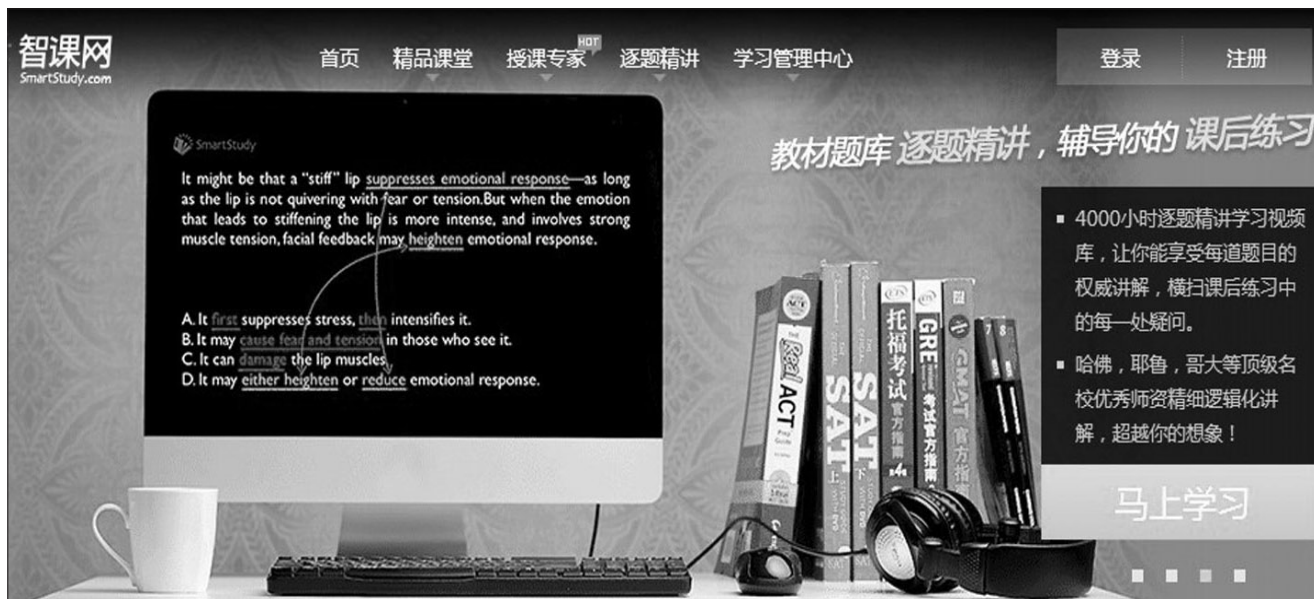
All the videos are recorded in the same manner as a documentary, said Zhao Shao-cheng, one of the founders.

Smart Study also provides a personalized study management center for each learner. Once students enter the kinds of courses they want, their available time and other requirements, the system will help to schedule and recommend lessons.

Smart Pigai, the scoring system released last August, handles marking up students' homework and oral English tests. Scoring is supported by the lecturers, who mark up tests based on nine criteria and connect the mistakes to a database.

After a student complete two essays, the system begins offering suggestions about how they can improve their score.

Wei Xiaoliang, one of the founders, said the company is improving its data mining techniques to analyze the learning habits of each student and help them manage their schedules.



Smart Study breaks the monopoly that offline exam training for studying abroad.



Smart Study's personalized study management center helps to schedule and recommend lessons.

iBeifeng capitalizes on online IT education

By BAO CHENGRONG

Beijing Today Staff

Online education is a booming industry, but online IT training courses have been neglected until fairly recently.

The popular iBeifeng is an online IT school that focuses on practical knowledge.

Founded in 2008, iBeifeng landed on its current business model after years of exploration – one that combines online training with community building and employment.

Unlike many fields, recruiting students for IT education is much easier as continued study can often lead to direct economic benefits, such as landing a promotion or a new job.

iBeifeng charges 4,400 yuan for its most expensive course.



iBeifeng's website attracts many customers.

Thus far, the website provides more than 400 courses. The company employs about 400 lecturers, most of whom are

full-time engineers from such companies as Microsoft, Google, IBM, Samsung and Huawei.

Some part-time instructors have turned full time as well, enticed by the ability to earn 70,000 yuan more from the website than offline training organizations.

Its total number of students is estimated to be about 400,000, 10 percent of whom pay for training. The company boasts an 80 percent rate of return for paying students.

The iBeifeng team has several features to improve the user experience and retain customers. Paying students are also able to communicate with their lecturers using YY speech, a voice chat client.

To encourage lecturers to be enthusiastic about their work, pay is tied to the number and quality of videos they produce and how often they interact with students and answer questions.

French-speaking embassies organize 40 free concerts

By LIU XIAOCHEN

Beijing Today Staff

Fans of French music have reason to celebrate next month as the embassies of French-speaking countries organize a series of concerts throughout China's major cities.

Mars en Folie, the music festival, begins with a show in Tianjin on March 5.

Over the next seventeen days, there will be more than 40 concerts in 14 cities, including Jinan, Qingdao, Beijing, Xi'an, Chongqing, Chengdu, Shanghai, Nanjing, Hangzhou, Wuhan, Guangzhou, Macao and Hong Kong.

Participating musical acts include Chantal Archambault, Greis, Jali and Epsilon, which perform various styles such as folk, rap and rock. Admission to all concerts is free.

Chantal Archambault released her most recent album, *Les Éléans*, earlier this year. Her music blends folk and country with romantic lyrics and rural stories.

Epsilon performs rock and rap, and is known for its energy and attitude. The band has built a large following and is expanding its international audience with tours of China and Belgium.

Greis has been the top name in Swiss hip-hop for more than a decade. He is known for mixing foreign languages into his music to cater to his international fans.

Jali is a Belgian singer, author and

interpreter of folk music and French songs. His first single "Española" was released in 2011. His songs focus on the present and how to strip away the concerns of daily life.

The festival is supported by the French Alliance and the Embassies of Canada, Switzerland and Belgium, as well as the Wallonia-Brussels Delegation and the Quebec Government Office.

Concert Schedule

- March 5: Tianjin
- March 6: Jinan
- March 7: Qingdao
- March 8: Beijing
- March 10: Xi'an
- March 12: Chongqing
- March 13: Chengdu
- March 14: Shanghai
- March 15: Nanjing
- March 16: Hangzhou
- March 18: Wuhan
- March 20: Guangzhou
- March 21: Macao
- March 22: Hong Kong

Beijing Performance

Where: Yugong Yishan, 3-2 Zhangzizhong Lu, Dongcheng District

When: 4 - 6 pm (Chantal Archambault and Greis); 8 - 10 pm (Jali and Epsilon)

Entry: Free

Tel: 6553 2678 ext 209 (French or English), 207 (Chinese)

Photo provided by French Alliance



Departing US ambassador says his farewells

By LIU XIAOCHEN

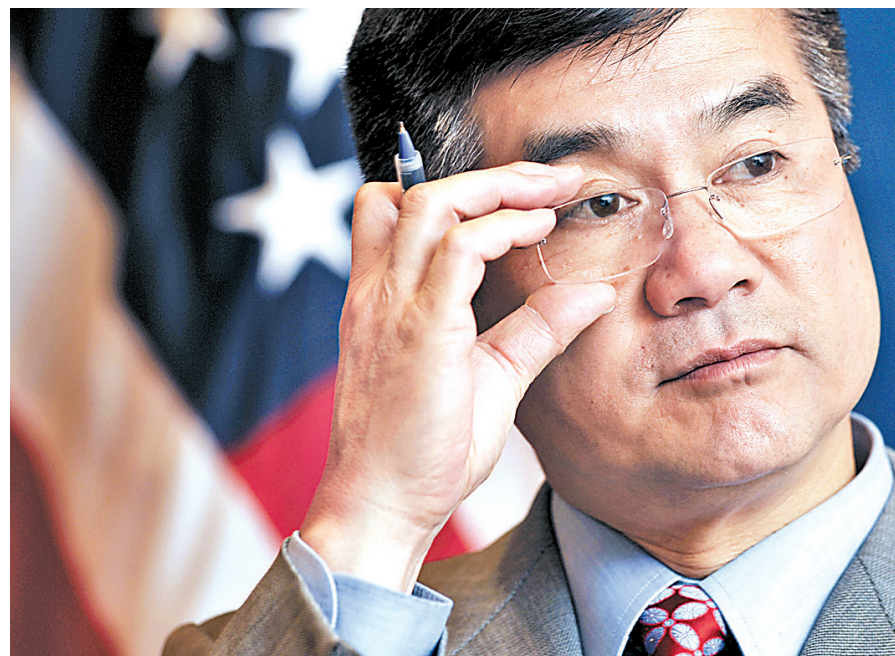
Beijing Today Staff

The American Chamber of Commerce in China (AmCham) said its farewells to US Ambassador Gary Locke at a luncheon on February 13.

Locke, who is ending his term next month, reviewed his accomplishments of the past two years, such as attracting more than \$21 billion in Chinese investment to the US during the last two years: more than the entire preceding decade.

This success was made possible in part by Locke's significant reductions in visa processing times for Chinese nationals.

"The role of the Ambassador is to be the public face and spokesperson for the men and women who put in countless man hours of hard work behind the scenes and away from the view of the media's cameras," he said, thanking the embassy staff.



Gary Locke

CFP Photo

Chairman of AmCham China Greg Gilligan thanked Locke for his efforts to increase Chinese investment in the US, improve intellectual property rights enforcement and rule of law in China.

Locke briefly reviewed the massive progress made since US President Richard Nixon first came to China more than 40 years ago. He said he felt optimistic that this progress would continue after his tenure.

Locke, who announced his resignation on November 20, will be replaced by Max Baucus.

Baucus said he would devote himself to improving the Sino-US relation and to extend the benefit of this relationship to the whole world. He selected as the ambassador by a vote in the US Senate on February 6.

The luncheon was hosted in collaboration with the US-China Business Council (USCBC) and the US Information Technology Office (USITO).

Australia opens multi-entry visas to business visitors

By LIU XIAOCHEN
Beijing Today Staff

The Australian government announced plans to relax its visa policy for Chinese business visitors earlier this month.

From February 12, applicants for a Visitor (Subclass 600) visa will be considered for extended validity visa.

The Minister of Trade and Investment Andrew Robb and Minister of Immigration and Border Protection Scott Morrison said Chinese business visitors and Australian tourists would both benefit from the increased flexibility offered by the new three-year, multiple entry visitor visas.

Visitors who want to get a business visitor visa need to meet relevant requirements: they must be of good health and character and have sufficient finances. Business visitors need to provide related documents proving their business background, the reason for traveling to Australia and the activities they will undertake.

Most applicants are expected to qualify.

Visitors conducting general business or making employment enquiries, reviewing contracts, attending trade events or participating in a government-to-government visit can apply for a Visitor (Subclass 600) visa.

"Chinese business visitors will now



The new visa policy is expected to boost Chinese business relations.

CFP Photo

be eligible to apply for a three-year multiple entry visa, increasing the prospect of repeat visits to Australia," Robb said.

He said the changes would also benefit Australia's tourism industry, including its airlines, hotels, restaurants and other providers catering to Chinese visitors.

The Australian government has decided to increase seating capacity on Chinese airlines to meet increased demand for flights during the busy Chinese New Year period.

Robb said Chinese airlines were granted approval to extend their weekly seating capacity to 22,500 to accommodate increased numbers of Chinese tourists and businesspeople.

"These changes will also support the government's ambitious trade and investment agenda and increase the opportunities to do business with China," Robb said. "Total Chinese investment in Australia grew more than eight-fold between 2002 and 2012 to \$23 billion, and we want to see stronger continued growth."

Morrison said such this new visa policy is helping to open up Australia for business while maintaining visa integrity.

"China is our largest source of business visitors, representing 18.5 percent of all applications in the business visitor stream in the first quarter of 2013-2014," he said.

UNESCO collecting new ideas for youth projects

BY LIU XIAOCHEN
Beijing Today Staff

Young entrepreneurs and innovators are getting extra support for turning their best ideas into real businesses from the Youth Citizen Entrepreneurship Competition.

The new international program, supported by the Goi Peace Foundation, Stiftung Entrepreneurship (Berlin) and UNESCO, solicits business ideas from young people eager to create a positive change in their communities.

Anyone between the ages of 15 and 30 is eligible to participate in the competition.

Applications are due by June 30. Participants can register online to submit their best project ideas and join a global



UNESCO is seeking progressive business ideas from young minds.

Photo provided by UNESCO

community of young entrepreneurs creating new sustainable projects.

All applications will be open to the public for voting through July 31.

Winners will be invited to the award ceremony at the Entrepreneurship Summit in Berlin this October, where they can present their ideas to an international audience.

All registered applicants are eligible for free online training at the Entrepreneurship Campus from the official competition website.

Training topics include broadening the idea, finding out what really motivates the founder, seven techniques for working out an entrepreneurial design and discovering potential.

For more information visit youth-competition.org.

Hot springs the cure for late-winter chills



Outdoor spring with petal-shaped bath for women

CFP Photos

BY LIU XIAOCHEN
Beijing Today Staff

Spring has come to Beijing, even though the weather remains cold and dry. If you're not up for winter sports but feel bored being stuck indoors all day, a trip to a nearby hot spring could be the perfect weekend getaway.

Hot springs promote dilation of the blood vessels, boost circulation and accelerate the body's metabolism. They can also relieve pressure, relax the muscles and joints and eliminate fatigue.

Hot springs near the downtown

Most of Beijing's hot springs are located in the suburbs, making them very inconvenient for non-drivers. Luckily, there are several spring hotels located within Fifth Ring Road.

Beijing Shunjing Hot Springs, located on the northeast corner of Siyuanqiao in Chaoyang District, is one indoor hot spring with exotic look.

Its pools are designed to match regional themes, like South Asia and Japan, and include medicinal baths and a few that copy woodsy surroundings. The rest area includes tables, chairs and swings. The rest hall and cinema are free and open to spa guests.

Where: 2 Beisihuan Dong Lu, Chaoyang District
Entry: 198 yuan for adults, 99 yuan for



Hot spring hotel in Beijing

children
Tel: 4007779192

Huaqing Hot Spring arranges its pools in the style of a Chinese garden. Each is supplied by water pumped from more than 2 kilometers underground at temperatures of 43 to 69 C.

Pools are cleaned daily to ensure the water is free of trace elements.

The spa promotes its waters as having a medicinal value, being especially helpful for combatting rheumatism, arthritis and diseases of the nervous, digestive, respi-

ratory and cardiovascular systems.

Where: Jia 2 Lishuiqiao, Chaoyang District
Entry: 98 yuan per person
Tel: 8482 6665

Moli Shenghui Hot Spring's presents itself as a hot spring spa. Its water has rich mineral content to boost skin health. Guests can select a pool with their preferred temperatures to enjoy a soak.

The spa decor has a heavy emphasis on nature. The men's bath area is built to resemble Angkor Wat, one of the four wonders of the east.

Where: 9 Jinsong Lu, Chaoyang District
Entry: 158 yuan per person
Tel: 8771 0888

Natural hot springs

Beijing's natural hot springs are mostly located in the counties of Yanqing and Miyun, with a few in the northeastern districts of Changping and Haidian.

Xiaotangshan Hot Spring, a hot spring site in use since the Qing Dynasty, is the most popular. Located in Changping District, the springs were redeveloped into a leisure park during the 1950s.

There are more than eleven open-air hot springs with the temperatures between 21 and 50 C. The highest-temperature springs are the east and west springs in the park. The water is rich in

fluorine and silicon, which provide relief from certain skin diseases and arthritis.

Where: Litang Lu, Xiaotangshan Town, Changping District
Entry: 100 yuan per person
Tel: 6179 5645

Tangzimiao Hot Spring is located in Yanqing County. It has the fastest moving water in the capital and is one of the few remaining totally natural hot springs. Its water contains fluorine and silicon, and is a constant 42 C.

Where: Songshan Natural Reserve, Zhangshanying Town, Yanqing County
Entry: 60 to 300 yuan per person
Tel: 4008901889

Private hot springs

Jingcheng Houyuan's themed rooms follow the style of traditional Beijing courtyards with free-roaming ducks and geese that visitors can feed.

Each room has an independent yard to ensure the couple's privacy. Rooms follow different themes such as leopard print, rock, Hello Kitty, Doraemon and garden flowers.

Where: 235 Qianquhe Village, Gaoliying Town, Shunyi District
Entry: 480 yuan per person
Tel: 6040 9195

Art

Art Post-Internet

Post-Internet" refers not to a time "after" the Internet, but rather to an Internet state of mind – to think in the fashion of the network. In the context of artistic practice, post-Internet describes an art object created with a consciousness of the networks within which it exists.

"Art Post-Internet" presents a broad survey of art that is controversially defined as "post-Internet," which is to say, consciously created in a milieu where the centrality of the network is assumed. From the changing nature of the

image to the circulation of cultural objects, from the politics of participation to new understandings of materiality, the interventions presented under this rubric attempt nothing short of the redefinition of art for the age.

The exhibition is curated by Karen Archey and Robin Peckham.

Where: 798 Dashanzi Art District, 4 Jiuxianqiao Lu Chaoyang District

When: March 1, 10 am - 7 pm

Price: 10 yuan per person

Tel: 5780 0200



Xu Zhen: A MadeIn Company Production



An irreverent artist with a voracious appetite for global information and a unique ability to produce work across multiple platforms and media, Xu Zhen is a key figure in the Shanghai art scene and a foundational figure for the generations of Chinese artists born since 1980.

This exhibition in UCCA's Great Hall includes more than 50 installations, 10 videos, 40 painting and collage works and several performances. The material includes Xu Zhen's early works when he

was first making a name to pieces from the "Ocontemporary art creation company" MadeIn Company, which he founded in 2009.

The exhibition is curated by UCCA Director Philip Tinari and UCCA Chief Curator Paula Tsai.

Where: 798 Dashanzi Art District, 4 Jiuxianqiao Lu Chaoyang District

When: Through April 20, 10 am - 7 pm

Tel: 5780 0200

Email: visitor@ucca.org.cn

Stage

Tango Fire

Featuring 10 torrid dancers and a quartet of young musicians, TANGO FIRE, the hottest Tango show from Buenos Aires, is on its way to Beijing! Tango is Argentina's gift to the world, evoking sensuality and intrigue, lust and provocation, raw energy and knife-edge precision.



TANGO FIRE presents a breathless journey through the history of Tango, from its red-light origins through the Roaring Twenties to its current fascination on the world stage. Tango is all the rage again!

Where: National Centre for the Performing Arts (NCPA), 2 Chang'an Jie, Xicheng District

When: March 1 and 2, 7:30 - 9:30 pm

Price: 100 - 600 yuan

Tel: 4006103721

E-mail: ponypiao@damai.cn

Yue Opera at NCPA

Yue Opera is a popular stage art from south of the Yangtze River. It is especially popular in Shanghai and the provinces of Zhejiang and Jiangsu.

Years of development has made it the second most important Chinese opera style after Peking Opera, taking its theme from fairy tales, literary classics and historical stories.

Event lists:

- February 25 and 26: The Butterfly Lovers, by an all-star troupe
- March 11 and 12: Changan Dream, by Wenzhou Yue Opera Troupe
- March 15 and 16: Dream of the Red Chamber, by Hangzhou Yue Opera Troupe



Where: National Centre for the Performing Arts (NCPA), 2 Chang'an Jie, Xicheng District

When: 7:30 - 9:30 pm

Price: 100 - 500 yuan

Tel: 4006103721

E-mail: ponypiao@damai.cn

Music

Avril Lavigne 2014 Beijing Concert



International punk pop sensation, eight-time Grammy Awards nominee and seven Juno Awards winner Avril Lavigne is back to rock the audience.

Lavigne is a Canadian singer-songwriter who also holds French citizenship. She was born in Belleville, Ontario and spent most of her youth in the town of Napanee.

By the age of 15, she had appeared on stage with Shania Twain; a year later, she signed a two-album recording contract with Arista Records worth more than \$2 million. In 2002,

when she was 17 years old, Lavigne broke onto the music scene with her debut album Let Go.

Since her professional debut, she has sold more than 30 million albums and over 50 million singles worldwide.

Where: Beijing MasterCard Center, 69 Fuxing Lu, Haidian District

When: March 2, 8:15 pm - midnight

Price: 380 - 1,680 yuan

Booking: gettickets.cn/product.aspoid=626

DIRTY VEGAS (Live/DJ Hybrid Show)

Dirty Vegas have dance in their blood. Their Grammy award-winning release "Days Go By" changed the face of dance music in the new millennium.

Known once for their slick electronic sounds, Dirty Vegas returned 2011 with a dirtier rock edge; their third studio album *Electric Love* conjures up sounds of an indie rock dance party in your best friends' basement.

Since *Electric Love* they've been working on new material,

one of these is a super collaboration with Billboard chart topping stars Sultan and Ned Shepard, and rising Swedish producer Thomas Sagstad.

Where: Yugong Yishan, 3-2 Zhangzizhong Lu, Dongcheng District

When: March 6, 9 - 11 pm

Price: 150 yuan at the door, 100 yuan presale

Tel: 6404 2711

Booking: yugongyishantickets.taobao.com

Parties

Funk Fever Fifth Anniversary



The Crew is celebrating five years of rocking Beijing with its countless collaborators, musicians, DJs and the hundreds of fans.

To say thanks, Funk is throwing down some serious surprises and giveaways to make for an unforgettable night. Come to Migas for a legendary Funk blowout! Spread the word, spread the Funk.

Where: The Bar at Migas, 6/F, Nali Patio, 81 Sanlitun Bei Lu

When: February 28, 10 pm - 4:30 am

Tel: 5208 6061

Price: 40 yuan (free before 11 pm)



洋洋兔漫画

《漫画中国》系列



《小布丁》系列漫画



《漫画十万个为什么》系列



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